



MEMORANDUM

TO: Mayor Tomzak and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: June 5, 2012
SUBJECT: City Manager's Update

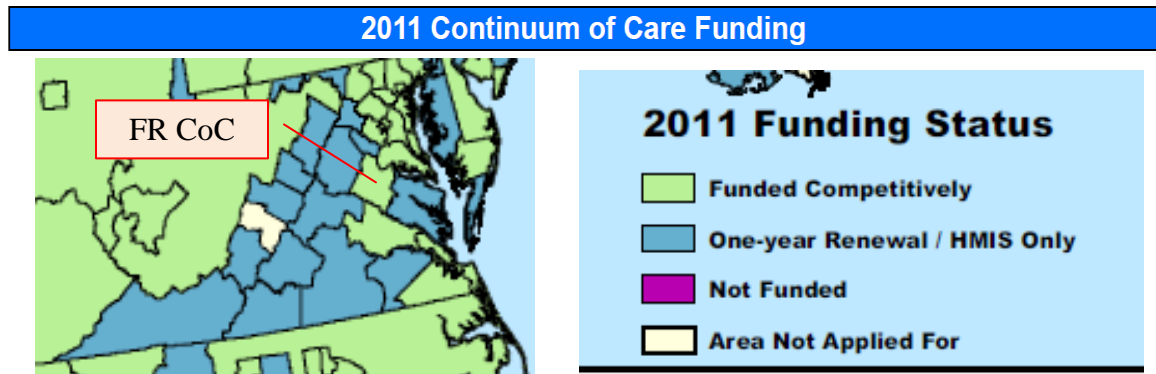
Highlights of major activities and other notable developments:

City Will Host HUBZone "Boot Camp" – On September 25, the Department of Tourism and Economic Development will sponsor a HUBZone "boot camp" seminar to provide in-depth information to those interested in taking advantage of the new citywide HUBZone status that will become effective January 1, 2013. As of the first of next year, all five city census tracts will be designated Small Business Administration HUBZones, which stands for Historically Underutilized Business Zones. The program is a federal contracting opportunity targeted at small businesses. Currently, three of the city's census tracts are HUBZones, and the expanded designation will make it easier for existing city businesses to maintain their HUBZone certifications and for new businesses to qualify for the program. To be eligible, the principal office of the small business must be located in a HUBZone and 35 percent of its employees must live in a HUBZone. The federal government has a goal of awarding three percent of all prime federal contracts to HUBZone businesses (<http://www.sba.gov/hubzone/>).

Entries Submitted for VML Achievement Awards – The Police Department has submitted two entries for consideration for the Virginia Municipal League's annual [Achievement Awards](#). For the award in the population category, the department submitted an entry about the Automated Fingerprint Identification System and its regional value in linking evidence from offenders and crime scenes to the statewide fingerprint database. For the communications award, the department presented the best of the [City Police Blotter](#) in an entry titled "Blogging Builds Relationships in the Community". The winners of the 2012 awards will be announced in late August and featured in the September issue of the VML publication *Virginia Town and City*. In 2008, Fredericksburg won a VML Achievement Award in recognition of its innovative approach to parking enforcement through the use of autoChalk.

CoC Receives Encouraging News – On May 22, Marne Sherman, Community Development Planner and the City of Fredericksburg's representative on the Fredericksburg Regional Continuum of Care, attended the Virginia Coalition to End Homelessness training entitled: Securing U.S. Department of Housing and Urban Development (HUD) Homeless Assistance Funds. At the training, it was noted that the

City led CoC was among a select few in the Commonwealth which received the maximum amount of available HUD funding for homeless services in 2011 (green area highlighted below). This achievement can be credited to the City's leadership, expanded use of the CoC's Homeless Management Information System (HMIS), effective collaboration among CoC member agencies, and progressive permanent supportive housing programs administered by Micah Ecumenical Ministries and Thurman Brisben Center. With new HUD funding, these programs have successfully re-housed homeless individuals and families, with a success rate of approximately 90 percent of households maintaining permanent housing after the assistance was provided.



Cox Conserves Heroes Program: Congratulations to Anne Little who was awarded the 2012 Cox Conserves Heroes Program Volunteer of the Year on May 23. The nomination stressed Anne's work in restoring the tree canopy in the City through the [Tree Fredericksburg](#) organization, and her work on recycling programs through her involvement in the Clean and Green Commission. The Cox Conserves Heroes Program awarded Anne a \$10,000 check that she will put toward the Tree Fredericksburg organization. To view Anne's nomination video, please go to <http://www.coxconservesheroes.com/>. Anne was nominated by the City of Fredericksburg Parks, Recreation and Public Facilities Department and the Fredericksburg Chamber of Commerce.

Farmers Market 2012: Eighteen to twenty-two vendors have been regularly present on Saturdays at the Hurkamp Park Farmers Market to sell a gamut of locally produced food. Items include meats, seafood, fruits & vegetables, plants (ornamental and food producing), bakery items, eggs, honey and locally produced jams. There have been an estimated range of 700 to 1,000 customers attending the market per week since the official April 21 opening. In addition to Saturdays, a Market Manager is present at the Tuesday market in connection with Picnic in the Park (May, June & September) and at the Wednesday market. Managers are primarily present to provide local and market information for customers, to help vendors with parking or other problems and to provide tokens for cash credit and Shared Nutritional Assistance Program (SNAP) transactions. Community and vendor support for the Managers work has been very positive and the Facebook followings have increased from 56 in 2011 to nearly 350 today.

The SNAP program, sponsored by the US Department of Agriculture, provides low income individuals and families with financial aid to supplement their food purchases. The Fredericksburg, Spotsylvania and King George farmers markets joined together in 2011 and obtained grant funding through Wholesome Wave, a national food organization, to provide matching funding up to \$10.00 per week for SNAP benefit recipients. These matching funds must be used for fresh fruit and vegetable purchases. This is expected to run out in late 2012, but additional funding is being sought.

The Farmer's Market Managers have been soliciting additional vendors for the First Saturdays, when Prince Edward Street between George and William Streets will be closed to provide for an expanded market. Closing the street to provide additional space for additional vendors with items not usually found in the regular market was very successful in August 2011 and provided Fredericksburg area shoppers with more food items. This event is being planned for each of the first Saturdays in June, July, August and September. During each First Saturdays, a downtown restaurant will be showcasing their food items and providing samples to customers that attend the market. The August event, the 2nd Annual Family Table, is also being planned in cooperation with the Department of Tourism to help start Restaurant Week in Fredericksburg.

In addition to these events at the First Saturdays Farmer's Market, the local library sets up a table with reading information, and the Virginia Tech Extension Service is working with the Managers in Fredericksburg, Spotsylvania and King George markets to provide nutritional information to shoppers through the Vegucation program. The partnering with the library is an extension of the program from 2011 and the Vegucation program is new for 2012.

Picnic in the Park: This popular series continues through the month of June every Tuesday at Hurkamp Park between 11:30 a.m. and 1:30 p.m. Fredericksburg Academy, Cox Communications and WFLS are the event's main sponsors this year. June performers are McTell Brothers, Kyle Davis, Phil Kominski, and Jason Masi.

Dixon Park Pool: The pool opened Saturday, May 26 and will operate through Labor Day, September 3. A reduced operation schedule is in effect until June 16, at which point the pool will be operational 11:30 a.m. until 7:00 p.m. daily. There an array of programs available including recreational and lap swim, adult and teen swim lessons, swim team, Red Cross Certification classes (Lifeguard Training, Junior Guard, and Water Safety Instructor), learn to swim, private lessons, and pool rentals.

Cabot Creamery Event June 9 at Old Mill Park: [Cabot Creamery Cooperative](#) and its fellow sponsors and supporters announce the [2012 Community Tour](#), a two-month program celebrating those who give their hearts, time and skills to strengthen communities. The Tour will kick off on May 12 in Miami, Florida, and continue 2,300 miles up the East Coast, culminating in Portland, Maine, on July 7, the International Day of Cooperatives. Featuring fun community and family oriented events, eight major weekend stops will be held in key cities along the route including an event in Fredericksburg at Old Mill Park on June 9, from 10:00 a.m. until 3:00 p.m. Additionally,

smaller weekday events will take place at stops in between the key cities. While events and activities will vary by city, the overall theme of cooperatives, community service and volunteerism will be the hallmark of each celebration. At Old Mill Park, visitors will be able to see livestock, a hot-air balloon, and a demonstration by Rappahannock Electric Cooperative on installation of a telephone pole, in addition to a wide variety of vendors.

Rappahannock Regional Soap Box Derby, June 16 on William Street: The [16th Annual Soap Box Derby](#), sponsored by the Free Lance-Star and Cox Communications, will be held on William Street on June 16. One hundred and twenty-one racers will compete for glory, and the fun of driving an All-American Soap Box Derby car down the William Street hill. The Stock division is for racers age 9-13 years old. The Super Stock division is the next higher class and is designed for racers age 10-17 years old. The Masters division (also known as Scottie) is for racers age 10-17 years old and is driven by the more experienced drivers. And, new this year will be the Super Kids division (two racers), for racers with disabilities from ages 8 – 18 years. Mayor Tomzak will welcome the racers and local star Anthony Campbell will sing the Star Spangled Banner. The first race begins at 9:00 AM.

The Fredericksburg Photography Show: The 2012 photography show will be held at the Dorothy Hart Community Center from June 21-24. This year we have three divisions: Junior (under 16), Amateur, and Advanced Amateur. The show allows amateur photographers a chance to show and sell their work along with competing for cash prizes. We have three judges this year: Kent Potter, Reza Marvashti and Stephen Graham. The show will be held for four days and is an excellent example of local talent.

Music Under the Stars: This year Music Under the Stars will be held June 27 at Hurkamp Park. The Fredericksburg Community Concert Band will play their FREE annual concert from 7-9 pm. Enjoy an evening under the stars listening to music from the big band era.